

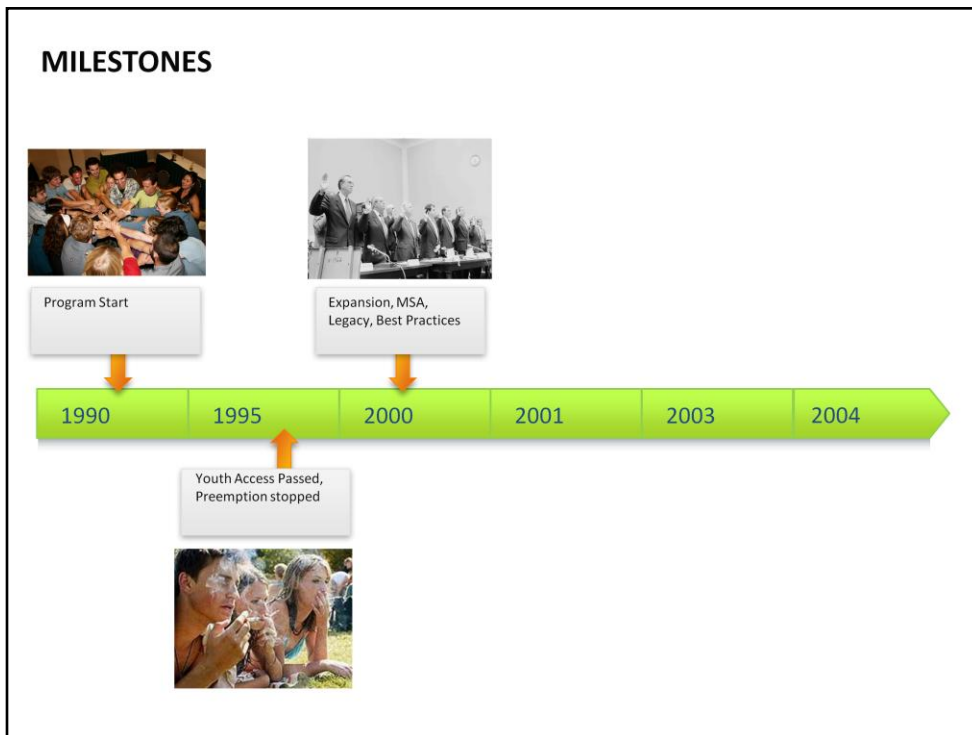
Tobacco 101



Tobacco Use Prevention Program History



Throughout its brief and successful history, the TUPP has been characterized by two factors, dependence on grants, & strong effective coalitions across the state. The program began with a grant when, in 1990, KDHE utilized grant funds to establish a chronic disease prevention program at KDHE. Recognizing that tobacco use was the number one cause of chronic disease, the program quickly began to focus on tobacco prevention, by writing a grant proposal to CDC. When awarded, this grant led to the formation of a tobacco use prevention coalition which included, among others, the ACS, AHA & ALA.



A lot of activities & progress happened throughout the years that we don't have time to go in depth about; so I will walk you thru a brief timeline & highlight a few milestones.

1989-90 As I said in approximately 1989-90 BHP was in the process of forming & included a focus similar to today's CDRR, but at the time was known as LIVELY for people age 55+ & emphasized tobacco use prevention, lowering dietary fat & physical inactivity. (Life Interest Vigor Entering Later Years). There were 14 grants & ¼ FTE to coordinate it.


1991 Organized efforts by KDHE to reduce tobacco use began in earnest when KDHE received a Smoke Free Heartland grant which allowed for capacity building at the state level. The LIVELY program was broaden to reach a wide population base & place an emphasis on chronic disease including cancer, tobacco use...

Tobacco Free KS Coalition began as well during the 1990s, know as Kansas Smokeless Kids Initiative & focus on youth initiatives with Robert Woods Johnson funds.

1995 Youth access legislation passed without preemption that would have prevented local communities from pass local smoking ordinances. The legislation made it illegal for minors to both purchase & possess tobacco. Also during this time a program called the "Smokefree Class of 2000" was being implemented. AHA, ALA & ACS worked together to graduate the first smoke free class in the year 2000. A couple of kids in this program rose to the forefront nationally & on a statewide level & were instrumental later in beginning the statewide youth movement called TASK.

1998 Between 1998 & 2000 was a busy time. The Master Settlement Agreement - was entered in November 1998, originally between the four largest [United States tobacco companies](#) ([Philip Morris Inc.](#), [R.J. Reynolds](#), [Brown & Williamson](#) and [Lorillard](#) – the *original participating manufacturers*) and the [attorneys general](#) of 46 states. The states settled their Medicaid lawsuits against the tobacco industry for recovery of their tobacco-related health-care costs. In exchange, the companies agreed to curtail or cease certain [tobacco marketing practices](#), as well as to pay, in perpetuity, various annual payments to the states to compensate them for some of the [medical costs](#) of caring for persons with smoking-related illnesses. The picture on the 2000 mark is of what became to be known as the "7 Dwarves", 7 CEO's of the industry. They testified in front of the U.S. House Subcommittee on Health & the Environment that nicotine is not addictive. An historic moment actually.


1999 Things around this time really started to pick up pace. CDC's Nat'l Tobacco Control Program was initiated, KDHE received a grant, hired staff We will come back to 2000, let's GO TO GOAL SLIDE



Tobacco Use Prevention Program Goals

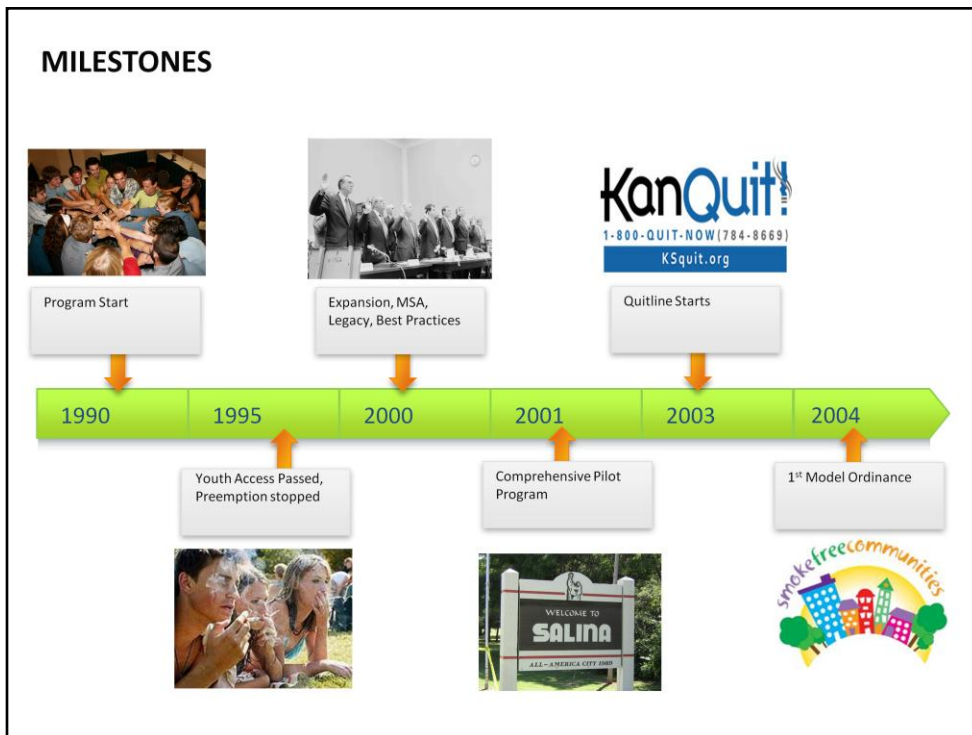
- Eliminate exposure to secondhand smoke
- Promote quitting among adults & youth
- Prevention initiation among youth
- Identify & eliminate disparities among population groups

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The goals of the national program were established & remain today.

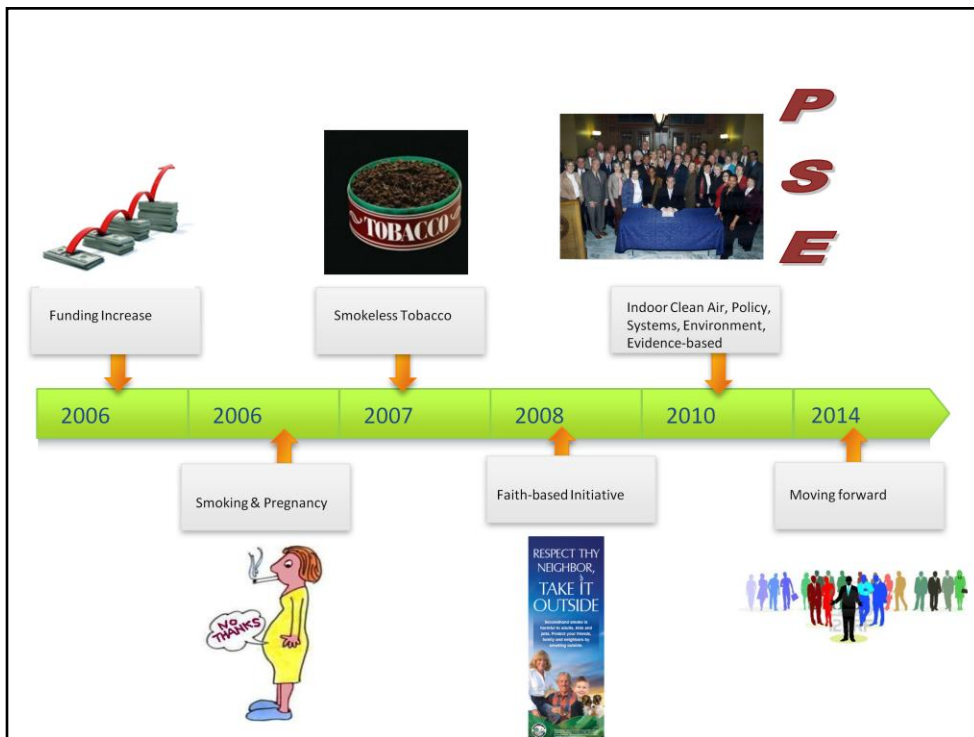


2000 Back to 2000 - - Via MSA KDHE/BHP was allocated \$500,000. It helped at the time that Legacy was asking for match dollars. Legacy-youth empowerment grant awarded \$2.25 million, staff added, state wide youth group forms, began to follow CDC Best Practices that was published in 1999 Through the project funded state health departments developed & supported community partners to act locally to increase pro-tobacco control media coverage, strengthen support for local & state clean indoor air (CIA) laws, reduce accessibility of tobacco products to youth, limit tobacco advertising & promotion, and increase demand for cessation. GO TO GOALS SLIDE.

2001 Funds dedicated to implement a comprehensive program, RFP issued & Salina was selected. This was seen as somewhat of a pilot project with hopes of its success would lead to more support. As we know the focus on local community coalition continued to grow & proved effective by the many local CIA policies implemented.

2003 Kansas Tobacco Quitline begins

2004 Lawrence passed the state's first model comprehensive smoke-free workplace ordinance. (Salina had passed a smoke-free restaurant ordinance in 2001, previously with a time exemption.)



2005-06 MSA to TUPP increased by \$500,000 to \$1million . Also with add’l funds from the legislature a Smoking & pregnancy initiative began in 2005-2006. KS adult smoking rate declined to 17.8%. Until recent yrs the adult smoking rate in KS had paralleled the national trend.

2007 In collaboration with the TFKC, TASK (youth group) & the Sunflower Foundation awarded funds to address smokeless tobacco & engage youth in implementing grassroots & media strategies targeting spit tobacco. Something to keep in mind of course is as these things were occurring CDRR grantees & other grant opportunities continued to rise & work was progressing across the state. Ginger will illustrate that later.

2008 A partnership with KS Faith Alliance contributed to a grant from Legacy to mobilize the faith community in support of clean indoor air & as educators for the health consequences of 2nd hand smoke. A faith-based tool kit was developed.

2010 A PSE approach began to be emphasized. Between 2002 & 2009 39 local clean indoor air ordinances were adopted. July 1 statewide smoke-free law signed.

2014 Moving Forward - - - To achieve results across all 4 of the goals discussed earlier is that tobacco control programs cannot do it alone. Success comes through working in partnerships with organizations and community members. We will continue to see more and more communities take a healthy community approach where community members from all walks of life work together to take a complex mix of social, cultural, & economic issues in order to discourage tobacco use.





MSA History

- 1994 Mississippi Attorney General sued tobacco companies
- Other states followed including Kansas
- 1998 - 46 states & 6 territories settled with the Tobacco Master Settlement Agreement
- FL, MN, MS and TX settled independently

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Agreement

- Restricts Tobacco Advertising
- Addresses Youth Smoking
- Payments to Settling States
 - Kansas annual payment = averages \$55 million a year
 - KS \$ goes to Kansas Endowment for Youth Fund (KEY Fund)
 - \$ then goes to Children's Initiative Fund for disbursement
 - Tobacco prevention received approx \$946,671 of MSA for SFY2014

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MSA Advertising Restrictions

- Cartoon characters
- Billboards, stadium and transit signs
- Most free-sampling (except adult only events)
- Brand-logo apparel
- Payments for cigarettes in movies, TV, etc.
- Only one branded team sport sponsorship



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These items are not allowed



MSA Youth Smoking Restrictions

- Established the American Legacy Foundation
- Prohibits youth advertising, promotions or marketing
- Manufacturers must communicate corporate principles to reduce youth smoking




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Tobacco Control Acronyms & Jargon






Acronyms and Jargon Example

The CDRR grantee works closely with their OC to implement evidence-based public health practices in tobacco control by engaging stakeholders and gaining buy-in from decision makers.

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This statement is an example of tobacco control acronym and jargon use. What exactly does it say? It looks like some people work together to do some stuff but doesn't really give the reader a sense of what is happening. If you explained your work in this way to members of your book club or the person beside you in cycling class at the gym, you might get a smile and a nod or "What exactly does that involve...?" More importantly though is how tobacco control is communicated to those whose support and collaboration we want to gain. The objective of this section is to review some common tobacco control acronyms and jargon and discuss how to effectively communicate about the work you do.

Common Acronyms in Tobacco Control

- ACS American Cancer Society
- ALF American Legacy Foundation
- ALA American Lung Association
- ANR Americans for Nonsmokers' Rights
- BRFSS Behavioral Risk Factor Surveillance System
- CTFK Campaign for Tobacco Free Kids

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In public health and tobacco control there are many acronyms. They are convenient and concise but can make communication muddled when not everyone hears or uses the terms frequently. Having a document of acronyms commonly used in tobacco control and public health is helpful. If you have one for your organization, you can also include acronyms that are applicable to your community. We'll go through a list of acronyms. You can use it to start a list for your organization or just look as we go through and see how many you know.

Some of these include our national partners, state partners, data resources, tobacco terms, best practice resources and important dates in tobacco control.

Common Acronyms in Tobacco Control

- CIA Clean Indoor Air
- FDA Food and Drug Administration
- GASO Great American Smokeout
- KHF Kansas Health Foundation
- MMWR Morbidity and Mortality Weekly Report
- MSA Master Settlement Agreement

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Common Acronyms in Tobacco Control

- NACDD National Association of Chronic Disease Directors
- NRT Nicotine Replacement Therapy
- PSE Policy, Systems and Environment
- RFP Request for Proposal
- RWJ Robert Wood Johnson Foundation
- SHS Secondhand Smoke

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Common Acronyms in Tobacco Control

- TCN Tobacco Control Network
- TFSG Tobacco-free School Grounds
- TTAC Tobacco Technical Assistance Consortium
- WNTD World No Tobacco Day
- YRBS Youth Risk Behavior Survey
- YTS Youth Tobacco Survey

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The words depicted are examples of tobacco control jargon. They are words we use everyday. The profession of public health is no different than others when it comes to jargon. Many of the terms we use often sound obscure to those who don't read and speak them on a regular basis. Some other examples of tobacco control and public health jargon include Quitline, technical assistance, community-based, cotinine, vaping, coalition and resources such as The Community Guide and County Health Rankings. The general public and organizations we partner with will take more away from our message if we explain terms, ideas and resources specific to tobacco control. Even when reviewing grant applications and reports, jargon makes it challenging to imagine the plans for or success of an activity. Jargon words leave a person with questions such as Who are the stakeholders and why do they have a stake?, How big is the community in community-based and who is included? Does this mean the community supports the work? Who are the decision makers? What makes something evidence-based? What do we mean by advocate? Often in communication about Chronic Disease Risk Reduction, advocate is used as a way to describe what someone is doing. For example "As a CDRR grantee I advocate for CTFSGP." or "The SADD youth group will advocate for CTFSGP at the next board meeting. Some people interpret advocating as lobbying or targeting public officials and legislative bodies. A better way to convey progress on an activity like CTFSG is to explain what is actually happening. For example: The youth group will provide the school board with facts about the health effects of secondhand smoke, examples of model CTFSGP and examples of how such a policy can benefit their school.



Tobacco Control Communication

- Be mindful of your audience
- Always define an acronym first time it is used
 - After first use acronym can stand alone
- Be clear and concise, free of technical language and jargon



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Who are you talking with? What do they already know about your topic? What do they *need* to know and what do they *want* to know? How can you relay the message so it's interesting and understandable?




Tobacco Control Communication Challenges

SDHE recently completed the CHANGE Tool and as a result has developed a community-based plan with initiatives that include smoking cessation through increased Quitline utilization, decreasing tobacco use prevalence in disparate populations and advocating for CIA policies in casinos.

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Here is an example of a sentence with acronyms and jargon. The statement describes an exciting and important accomplishment. However, to most people this is meaningless and it won't be interesting because they can't see how they are a part of it.



Tobacco Control Communication


The Sunshine Department of Health and Environment (SDHE) just completed the Community Health Assessment and Group Evaluation (CHANGE) Tool, an evaluation of Sunshine that identifies and prioritizes areas where Sunshine can make changes to improve the health of our citizens.

Based on the needs the CHANGE Tool identified, a plan was created with input from individuals, businesses, schools and organizations in Sunshine. The plan's goal is to create environments that make it easier for citizens of Sunshine to be healthy in the places they live, work, learn and play.

The plan includes three goals for change:

1. Increase the number of tobacco users who register for free phone or web-based quit coaching through the Sunshine Tobacco Quitline
2. Decrease the prevalence of tobacco use among the sovereign nations in Sunshine where the rates are twice as much as the population as a whole.
3. Increase the number of casinos in Sunshine that protect the health of their employees and visitors by adopting indoor clean air policies

Here is the example with acronyms defined and some jargon removed. This version explains what the CHANGE Tool, community-based, cessation, Quitline and disparate populations.




Acronyms and Jargon

The CDRR grantee works closely with their OC to implement evidence-based public health practices in tobacco control by engaging stakeholders and gaining buy-in from decision makers.

The Chronic Disease Risk Reduction (CDRR) grantee works closely with the CDRR outreach coordinator to bring strategies to the community that have been proven successful in reducing tobacco use and its effects on health. Grantees accomplish these strategies by working with fellow community members who have the same vision of living in a place where tobacco has little influence on health. They work together to educate and gain support from those who are in a position to approve of the strategies known to prevent and encourage quitting tobacco use.

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Another example of acronyms and jargon removed. Again the most important things to remember about acronyms and jargon are Know Your Audience, Find out how knowledgeable they are about tobacco control. Define an acronym before using it and Avoid jargon when appropriate. It may take longer but when communicating about the life-changing work that is tobacco control, it's important that our audiences can really absorb the message and feel comfortable sharing their thoughts with us.

Kansas Tobacco Quitline



Kansas Tobacco Quitline

- Toll-free 1-800-QUIT-NOW (784-8669)
- Ksquit.org (online support)
- Intake & Counseling offered 24 hours a day / 7 days a week (closed on major holidays)
- English, Spanish and other languages available
- Experienced cessation quit coaches provide one-on-one support to form a quit plan

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Quitline Success Rate

2011 callback survey of
Quitline participants
7 months after they
registered with the
Quitline, 29% reported
being tobacco free for at
least the past month



Counseling Overview

- Highly trained in cognitive behavioral coaching
- Direct transfer to Quit Coach for first counseling call
- One reactive counseling call (call 1) followed by four proactive counseling calls (total of 5 calls)
- 10 call program for pregnant women
- Youth Support Program for 13 -17 years of age
- Tailored intervention content and materials for priority populations
- Unlimited inbound support

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Quitline Quit Coaches



- Highly trained in cognitive behavioral coaching
- More than 50% have 3+ years of prior counseling experience
- Ongoing quality control
- Receive more than 270 hours of training and evaluation

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Health Care Provider Referrals

- Health care provider completes a simple referral form and fax's to Quitline
- Quitline makes (5) attempts to reach patient/client and service delivery protocol begins
- Patient/client will receive the exact same intake, assessment and offer of services



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Health Benefits of Quitting Smoking

- **20 Minutes After Quitting**-heart rate drops.
- **12 hours After Quitting** - Carbon monoxide level in blood drops to normal
- **2 Weeks to 3 Months After Quitting**-Heart attack risk begins to drop & lung function begins to improve
- **1 to 9 Months After Quitting**-Coughing and shortness of breath decrease

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Decreasing Health Risks

- Risk of heart attack decreases within 3 months of quitting smoking and drops by half within a year. ¹
- A quitter's risk of stroke is reported to return to that of a nonsmoker within 5 to 15 years. ¹
- Esophageal cancer risk declines within 10 years of quitting smoking. ²

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Cessation References

1. National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. *The Health Consequences of Smoking: A Report of the Surgeon General*. Atlanta, GA: Centers for Disease Control and Prevention; 2004. Available at: <http://www.surgeongeneral.gov/library/smokingconsequences>.
2. Cook MB, Kamangar F, Whiteman DC, et. Al. Cigarette smoking and adenocarcinomas of the esophagus and esophagogastric junction: a pooled analysis from the international BEACON consortium. *J Natl Cancer Inst*. 2010; 102 (17):1344-1353.

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Clean Indoor Air Laws



Clean Indoor Air Laws

“Eliminating smoking in indoor spaces is the only way to fully protect nonsmokers from secondhand smoke exposure. Separating smokers from nonsmokers, cleaning the air, opening windows, and ventilating buildings does not eliminate secondhand smoke exposure.”

Source: 2006 Surgeon General’s Report

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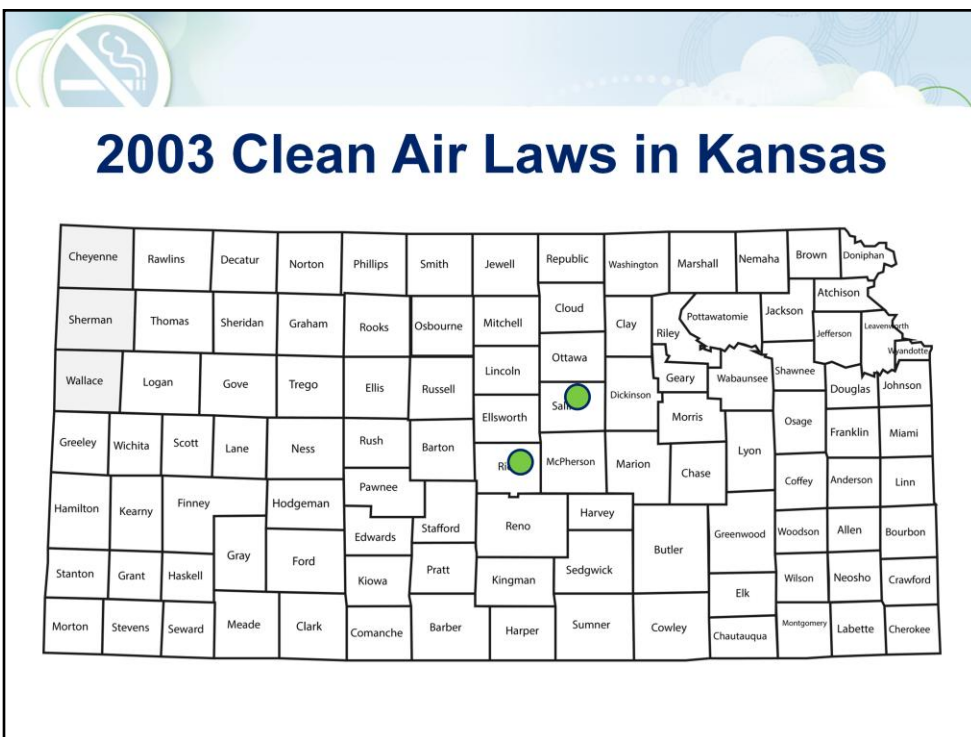


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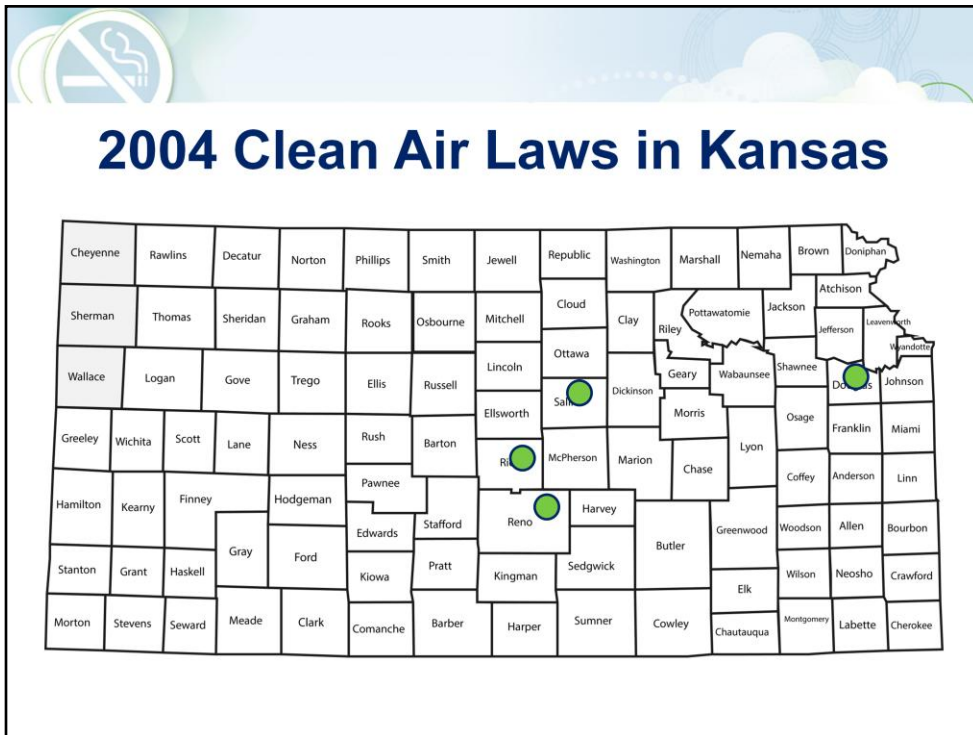
[The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General](#)



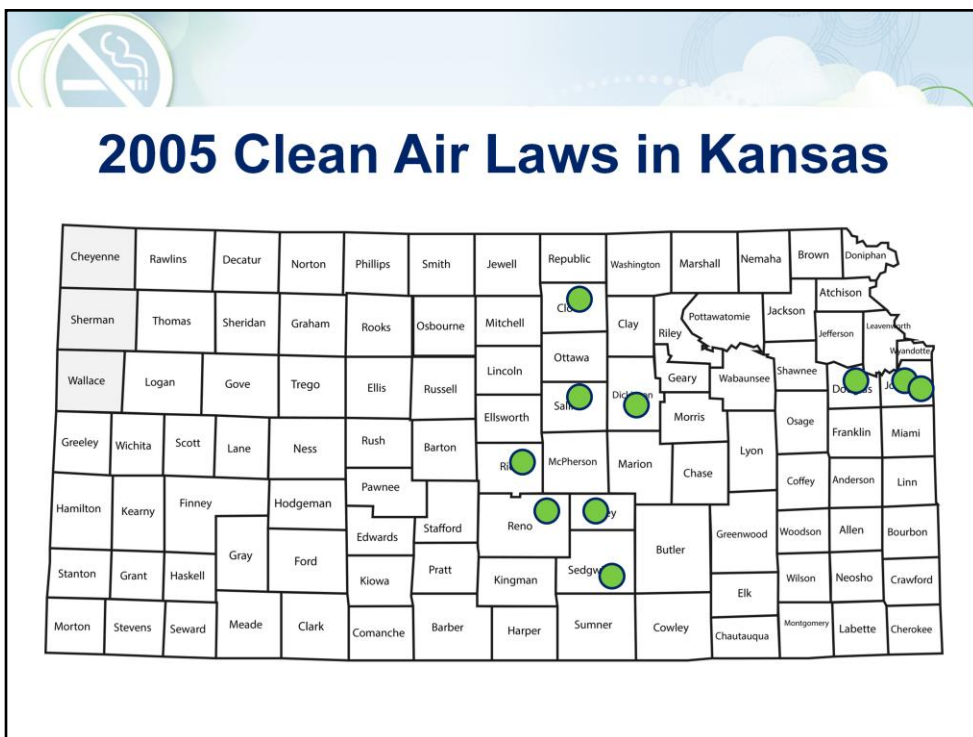
Salina passed the first smoke-free law in Kansas in 2002.



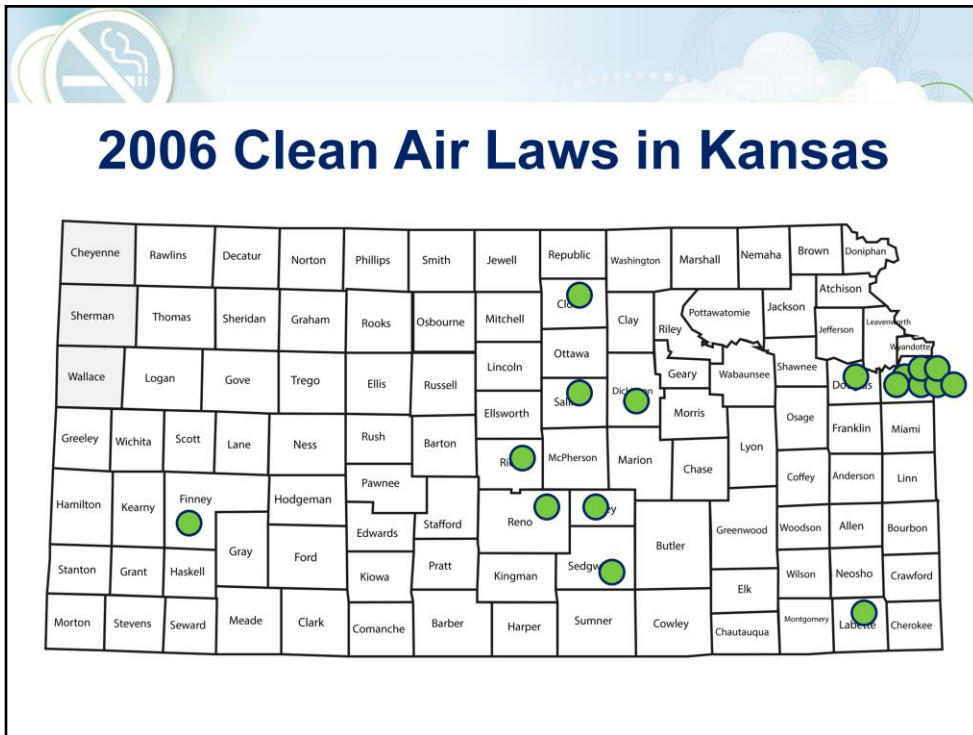
Lyons in Rice County passed an ordinance in 2003.



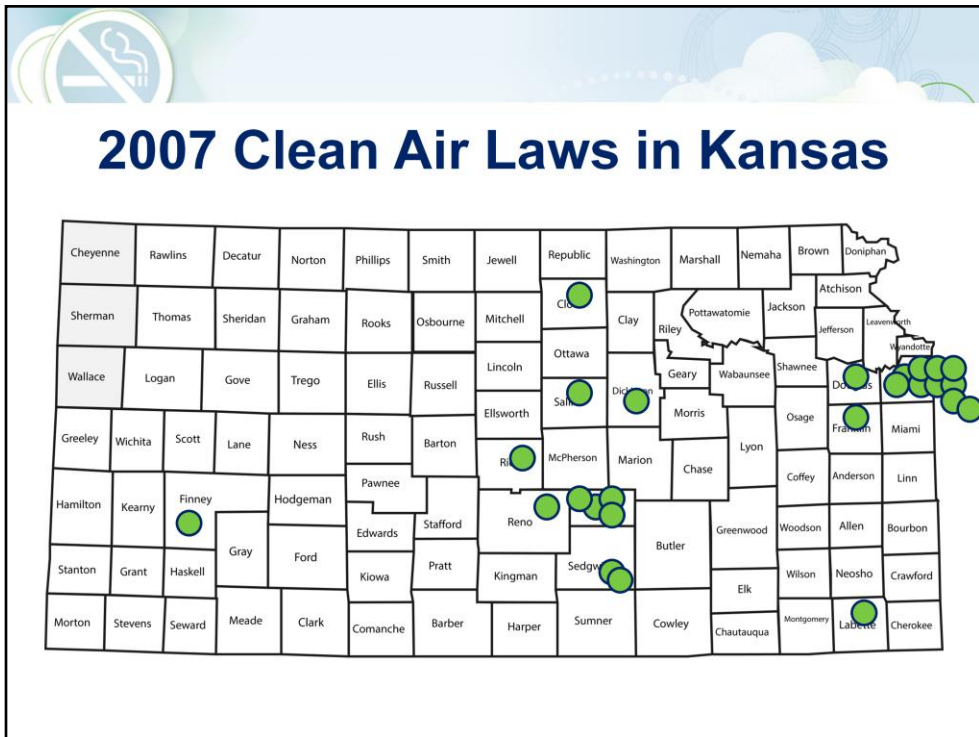
Hutchinson and Lawrence passed smoke-free ordinances in Kansas in 2004. Lawrence was the first comprehensive ordinance



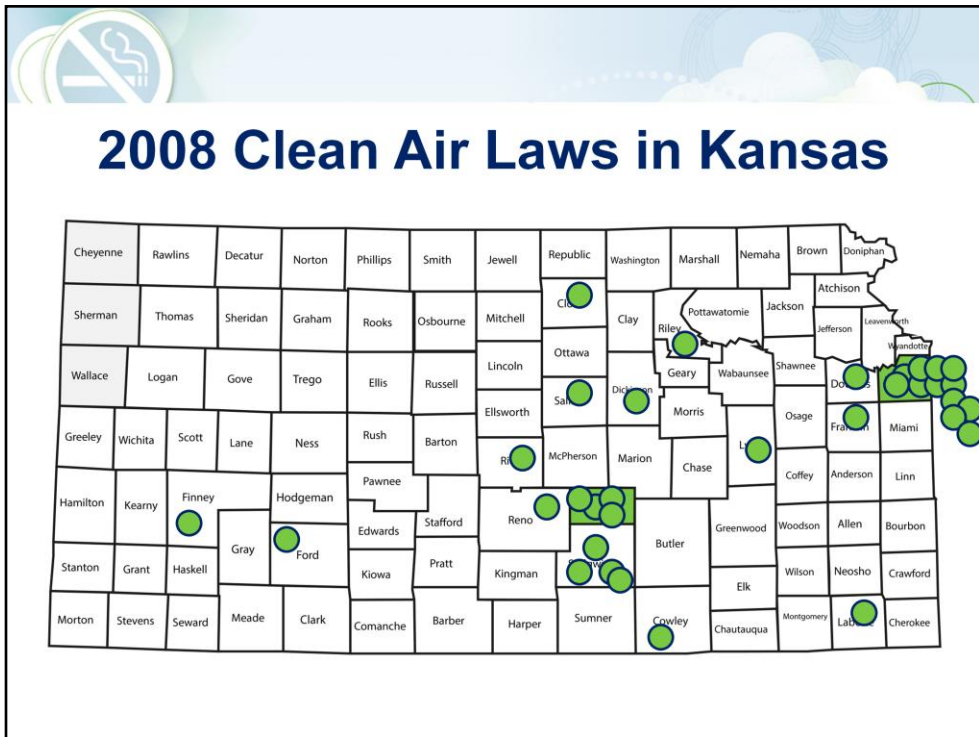
Concordia, Abilene, Walton, Bel Aire, Fairway and Prairie Village passed smoke-free ordinances in Kansas in 2005.



Roeland Park, Mission Woods, Garden City, Olathe, Parsons, Leawood and Overland Park passed smoke-free ordinances in Kansas in 2006.



Lenexa, Shawnee, Hesston, North Newton, Newton, Ottawa, Westwood and Derby passed smoke-free ordinances in Kansas in 2007. Johnson and Harvey Counties also passed county resolutions that cover unincorporated areas.



Dodge City, Mission, Wichita, Maize, Manhattan, Winfield, Emporia and Kansas City passed smoke-free ordinances in Kansas in 2008. Also in 2008 Prairie Village and Derby strengthened their ordinances.

2009 Clean Air Laws in Kansas

36 municipalities have enacted smoke-free ordinances.

2004: First strong smoke-free ordinance in Kansas – Lawrence

2006: 7 additional local ordinances passed

2008: 8 ordinances passed

2009: 3 ordinances passed

3 counties have smoke-free resolutions for unincorporated areas



Law passed in March 2010 and enacted on July 1, 2010



Kansas Indoor Clean Air Act

As of July 1, 2010, smoking prohibited in most indoor locations:

- Public places
- Places of employment
- Restaurants
- Bars
- Within 10 feet of any doorway, open window or air intake



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Between 2002 and 2010 nine bills were introduced to reduce smoking in indoor public places.



KICA Exemptions

- Tobacco shops
- Casino and racetrack gaming floors
- Up to 20% of hotel/motel sleeping rooms
- Designated indoor areas of private outdoor recreational clubs (i.e. golf clubs, hunting clubs) where minors prohibited
- Designated areas of adult care homes & long-term care facilities
- Class A & B Clubs – licensed before Jan. 1, 2009, and notified KDHE by Sept. 28, 2010, of intent to allow smoking

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Tobacco shop = 65%+ of gross receipts from tobacco sales

Casino restaurants and bars must be smoke-free


No new Class A and B Clubs (private clubs) can be exempt



Other KICA Notes

- Local laws with provisions stricter than KICA, local provisions prevail
- Enforced by local law enforcement (police or sheriff)
- Fines for owners/operators and smokers:
 - 1st violation = \$100
 - 2nd violation within 1 year = \$200
 - 3rd+ violations within 1 year = \$500 per violation
 - Each individual smoking in establishment where smoking prohibited is a separate violation for the business
- KICA website – www.KSsmokefree.org

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Tobacco shop = 65%+ of gross receipts from tobacco sales

If 5 people are smoking in a bar that can be a \$1,800 fine for the bar owner



Other Tobacco Products



Other Tobacco Products

- Cigars
- Smokeless Tobacco
- Pipe Tobacco
- Roll-Your-Own Tobacco

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Kansas Law Defines Tobacco Products as any product containing tobacco other than cigarettes. (KSA 79-3301)

Tobacco Products

[Federal law](#) (section 5702(c) of Title 26 of the United States Code) defines tobacco products as cigars, cigarettes, smokeless tobacco, pipe tobacco and roll-your-own tobacco. Smokeless tobacco means any snuff or chewing tobacco.

Reference: Alcohol and Tobacco Tax and Trade Bureau website



Emerging Products

New tobacco products could harm the public's health by:

- Increasing the number of youth who try tobacco
- Increasing the number of people who use more than one addictive product = dual users
- Preventing current smokers from quitting
- Increasing death and disease

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Snus (pronounced like goose, “snoose”), is moist tobacco generally sold in an approximately .32 ounce container of individual use packets (similar to small tea bags). This product appeals to teens because they can discreetly receive a nicotine rush. The product does not require users to spit tobacco juices and is small enough that it would not be visible to teachers or parents. This product also appeals to adult smokers who are trying to avoid clean air laws. Since there is no spitting, the gross factor is greatly reduced.

Tobacco companies are quick to promote how to continue to use their products in smoke-free environments.

These ads highlight using snus to get around smoke-free laws.

“Enjoy while bar-hopping”

“Your Camel. Your way.”

“Boldly go everywhere” (gold in top right ad)

“Enjoy Camel on your own terms.”

The ad in the top right also promotes adding snus to your smoking. Now you can add to your addiction.



Not Your Father's Cigarette

E-Cigarettes

- Not regulated by FDA
- Not a NRT product
- Not a cessation product
- Kansas law restricts youth under the age of 18 from using e-cigarettes

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E-cigarettes are certainly growing in popularity, fueled in part by a ruling of the Court prohibiting the FDA from regulating the products as a drug delivery device.

As a completely unregulated product the e-cig is not suitable as a NRT product. Safety of the product has not been established.

E-cig must under-go clinical trials to demonstrate both safety and efficacy.

Manufacturers of the e-cig have never sought FDA approval as a cessation therapy.

Common in advertising to add “testimonials” from users describing how they quit smoking.

Effective July 1, 2012, retailers of electronic cigarettes must be licensed by the Kansas Department of Revenue. All laws, rules, and regulations that apply to the sale and display of cigarettes apply to e-cigarettes.



Skoal & Marlboro Sticks

Altria currently test marketing Marlboro and Skoal Tobacco Sticks in Kansas

- Look like chocolate-covered toothpicks
- Dissolvable tobacco on a wooden stick
- Sold in small packages of 10
- Sold at Casey's General Stores



ENJOY SKOAL SMOKELESS TOBACCO STICKS

- Pick up the wooden end of the stick.
- Place the tobacco-coated end in your mouth and enjoy.
- Comes in four smooth varieties.

WARNING: This product is not a safe alternative to cigarettes.

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Altria - parent company of Phillip Morris and U.S. Smokeless



Potential Appeal to Youth



- Sweet, like candy
- Easy to conceal (at school, at home and in public places)
- Marlboro most preferred brand by Kansas high school smokers (YTS 2009/2010).

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Tobacco Orbs

- A “pellet” or tablet of dissolvable tobacco that looks like a breath mint
- Flavor: Fresh (mint)
- Lasts about 15 minutes
- Current test marketing in Denver and Charlotte



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RJ Reynolds announce in December 2010 to *discontinue Camel Orbs*, Strips and sticks so the could reformulate the product.



Tobacco Strips

- Opaque strip of dissolvable tobacco similar to breath strips
- Lasts about 3 minutes
- Flavor: Fresh (mint)



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RJ Reynolds announced in December 2010 to *discontinue Camel Orbs Strips* and sticks so the could reformulate the product.



Enforcement of Youth Access Laws



Enforcement of Youth Access

- **National**
 - Synar Amendment
 - FDA
- **State**
 - Kansas laws
- **Local**
 - Wichita's Model Ordinance

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FDA

- ***Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents*¹**
- Designed to curb access to and appeal of cigarettes and smokeless tobacco products to children and adolescents
- Restricts the sale, distribution and promotion of these products
- Effective June 22, 2010
- www.fda.gov/tobaccoproducts/

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FDA Prohibits:

- Sale of cigarette packages with fewer than 20 cigarettes
- Sale of cigarettes and smokeless tobacco in vending machines, self-service displays or other impersonal modes of sales
 - except in very limited situations
- Free samples of cigarettes and limits distribution of smokeless tobacco products

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FDA: Marketing Requirements

- Prohibits tobacco brand name sponsorship of any athletic, musical or other social or cultural event, or any team or entry in those events
- Requires audio ads use only words with no music or sound effects
- Prohibits sale or distribution of items, such as hats and T-shirts, with cigarette and smokeless tobacco brands or logos

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Synar

- Federal Amendment regarding enforcement of tobacco youth access laws
- Requires retailer compliance checks annually
- States penalized if more than 20% of retailers selling to minors

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Kansas Youth Access Law

- Primarily Kansas Statutes 79-3301 & 79-3321
 - As of 2012 electronic cigarettes included
- Unlawful to sell, furnish or distribute cigarettes, electronic cigarettes or tobacco products to any person under 18
- Unlawful for a minor to purchase or possess cigarettes, electronic cigarettes or tobacco products

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Kansas Enforcement

- Cigarette and Tobacco Enforcement Team (CATE)
 - Part of Alcoholic Beverage Control (ABC) Division within Kansas Dept of Revenue (KDOR)
- CATE conducts retailer compliance checks for Synar, FDA & State Law
 - Hires teenagers to try to buy tobacco
 - Files criminal complaint with local prosecutor on retailers who sell to minors
 - FDA violations sent to FDA for processing
- CATE educates retailers on compliance with tobacco laws

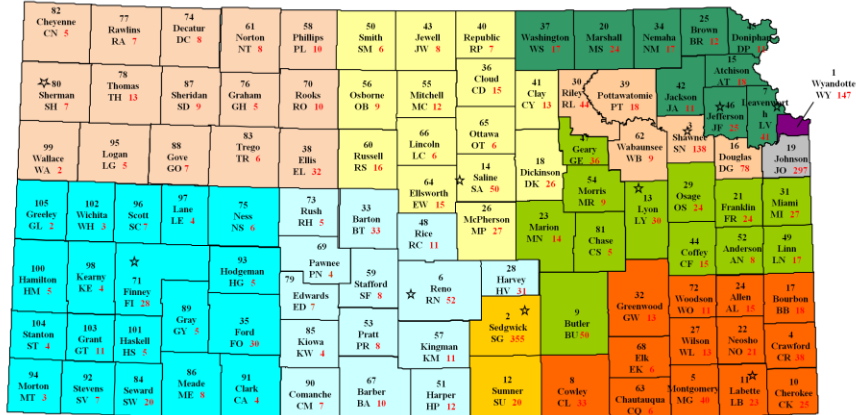
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Local prosecutors (city, county or district attorneys) decide whether to fine retailers



Alcoholic Beverage Control CATE Inspector Territories December 10, 2012



Inspector Territory Key

| | | |
|----------------------------|---------------------------|---|
| Weyand (268 licenses) | Schoenhoff (203 licenses) | Streeter (287 licenses) |
| Plankenhorn (161 licenses) | Stammer (265 licenses) | Wessel (216 licenses) |
| Klugh (350 licenses) | Stevenson (260 licenses) | Shared Weyand/Klugh |
| Robertson (382 licenses) | Mitchek (134 licenses) | Rosenfurter: Wholesaler, Distributor, Vending |

Total: 2,523 Active Retail Cigarette Licenses ★ Denotes Inspector's Residence

Red text - # of Retailers

Currently there are 11 CATE inspectors



It's Everybody's Business

- Designed to educate retailers and public about youth tobacco laws
- Free educational materials and resources
- "It's everybody's business" to care for and protect our children.
- Kansas Family Partnership coordinates material creation and distribution
- More information <http://www.itseverybodysbusiness.org/>



Our Mission: To protect and improve the health and environment of all Kansans.





Local Youth Access Ordinance

- 1994 - Wichita first KS city to adopt a youth access law prohibiting sale of tobacco to minors and display of advertising materials
- Wichita only city in Kansas with youth access ordinance
- Wichita ordinance provides local resources that allow for more enforcement
- License suspension or revocation as a penalty
- Higher licensing fees that generate revenue to support the program
 - Wichita tobacco retailers pay \$150 annually
 - Without the ordinance, retailers would pay \$25 every two years for their state license

Our Mission: To protect and improve the health and environment of all Kansans.







Kansas Tobacco Taxes

Cigarettes = \$.79 per pack (last increase 2003)

Other Tobacco Products = 10% of wholesale price
(unchanged since enacted in 1972)

- OTP includes smokeless, cigars and any other tobacco products that aren't cigarettes
- Does not include electronic cigarettes

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Federal Tobacco Taxes

Cigarettes, small cigars
& roll your own tobacco = \$1.01 per pack

Smokeless tobacco = \$0.113 per can

Large cigars = \$0.40 per cigar


Increased to current rates in 2009



Our Mission: To protect and improve the health and environment of all Kansans.




Increased to current rate in 2009 with the Tobacco Control Act.



State Cigarette Taxes

- Highest: New York (\$4.35 per pack)
- Lowest: **Missouri (\$0.17 per pack)**
- Average: \$1.51 per pack
- Kansas ranks 36th at \$0.79 per pack

Our Mission: To protect and improve the health and environment of all Kansans.




Kansas
Department of Health
and Environment

Source: Campaign for Tobacco Free Kids: "State Cigarette Excise Tax Rates and Rankings."

Campaign for Tobacco Free Kids: "Cigarette Tax Increases by State Per Year 2000-2012 (As of May 24, 2013).

Bold: Kansas residents can go across state lines and buy cheaper cigarettes in Missouri.



Taxes and Smoking Rates

Cigarette tax increases reduce smoking

- Every 10% increase in price of cigarettes:
 - Reduces overall cigarette consumption by 3-5%
 - Reduces number of young adult smokers by 3.5%
 - Reduces number of kids who smoke by 6-7%

Source: Campaign for Tobacco Free Kids

Our Mission: To protect and improve the health and environment of all Kansans.



Kansas
Department of Health
and Environment

Source: Campaign for Tobacco Free Kids: "Raising Cigarette Taxes Reduces Smoking, Especially Among Kids (And the Cigarette Companies Know It)"

Tobacco Free Kansas Coalition



TOBACCO FREE KANSAS
COALITION

[ACT NOW](#) | [About](#) | [News](#) | [Resources](#) | [Events](#) | [Grants](#)



***Did You
Know?**

When tobacco companies advertise
smokeless tobacco, many smokers
adopt another addiction

Help build a tobacco-free future for
healthy Kansas communities

**GET
INVOLVED**
▶▶▶



GET INFORMED.



GET INVOLVED.



GET SOME TOOLS.



Tobacco Free Kansas Coalition

- Commonly referred to as TFKC
- Non-profit organization
- One of KDHE, Tobacco Use Prevention Program's state-level partners
- Funds and supports state-level youth organization Resist as well as young adult organization Unfiltered
- Provides legislative and tobacco control advocacy updates
- Most CDRR grantees are members

Our Mission: To protect and improve the health and environment of all Kansans.





TFKC Mission

- To prevent children from beginning a lifelong addiction to tobacco.
- To help those who want to quit using tobacco products.
- To protect Kansans from exposure to secondhand smoke.
- To protect and assist those populations disparately affected by tobacco use.

Our Mission: To protect and improve the health and environment of all Kansans.





TFKC Staff



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Our Mission: To protect and improve the health and environment of all Kansans.





Resist:

Fighting the Influence of Big Tobacco

- Kansas youth-led movement
- Promotes tobacco-free teens and unites communities to create one strong voice standing against the tobacco industry
- Focusing on reducing teen tobacco use
- Working to establish a state-wide board with youth from eastern, central and western Kansas

<http://resisttobacco.org/>



RESIST

Fighting the influence of Big Tobacco.

Our Mission: To protect and improve the health and environment of all Kansans.





Unfiltered: Take Tobacco Off Campus

- Young people ages 18-24 have high rates of tobacco use
- College students banding together to change the acceptance of tobacco
- Kansas college students working to make campuses smoke or tobacco free



<http://unfilteredks.org/>

Our Mission: To protect and improve the health and environment of all Kansans.



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